**Listing of Claims:**

1. (Previously Presented) A method for placing virtual objects in virtual object locations in a video program at a viewer's terminal using a television delivery system, comprising:

receiving, from the television delivery system, one or more virtual objects for use with one or more of the virtual object locations;

storing the virtual objects in the viewer's terminals; and

inserting one or more of the received virtual objects into one or more of the virtual object locations during a display or storage of the video program at the viewer's terminal.

2. (Original) The method of claim 1, wherein the step of inserting comprises:

selecting a specific virtual object from the one or more virtual objects.

3. (Original) The method of claim 2, further comprising recording virtual objects watched data at the viewer's terminal.

4. (Previously Presented) The method of claim 3, further comprising adjusting the selecting step based on the recorded virtual objects watched data.

5. (Original) The method of claim 1, further comprising:

receiving updated virtual objects at the viewer's terminal; and

storing the updated virtual objects in the viewer's terminal.

6. (Original) The method of claim 1, wherein at least one virtual object is an interactive virtual object including a link to a location remote from the viewer's terminal, further comprising:

receiving an activation of the interactive virtual object; and

connecting the viewer's terminal to the remote location.

7. (Original) The method of claim 6, wherein the remote location is an Internet web site.

8. (Original) The method of claim 1, wherein the viewer's terminal is one of a set top terminal, a television, a personal computer, a satellite television receiver, a wireless telephone, an electronic book reader, and a PDA device.

9. (Previously Presented) A television delivery system terminal that receives virtual objects and video programs having virtual object locations and places the virtual objects into the video programs, comprising:

a receiver that receives the virtual objects from the television delivery system and the video programs;

a memory that stores the virtual objects; and

a processor that inserts the virtual objects into the virtual object locations during a display of the video programs.

10. (Original) The terminal of claim 9, wherein the video programs include a virtual object placement plan, the processor comprising a comparison module that compares the virtual object placement plan and the stored virtual objects to determine a specific virtual object for placement in a specific virtual object location.

11. (Original) The terminal of claim 10, wherein the virtual object placement plan is stored in the memory.

12. (Original) The terminal of claim 9, wherein the receiver receives updated virtual objects and the memory stores the updated virtual objects.

13. (Original) The terminal of claim 9, wherein the processor comprises a virtual objects watched module that determines virtual objects watched at the terminal, the virtual objects watched data stored in the memory.

14. (Original) The terminal of claim 13, wherein the processor adjusts the virtual object placement plan based on the stored virtual objects viewed data.

15. (Original) The terminal of claim 9, wherein one or more virtual objects are interactive virtual objects, the interactive virtual objects including a link from the terminal to a remote location.

16. (Original) The terminal of claim 15, wherein the remote location is an Internet web site.

17. (Original) The terminal of claim 9, wherein the terminal is one of a set top terminal, a television, a personal computer, a satellite television receiver, a wireless telephone, and electronic book reader, and a PDA device.

18. (Previously Presented) A method for placing virtual objects into video programs at a viewer's terminal of a television delivery system, comprising:

receiving one or more virtual objects from the television delivery system;

storing the received virtual objects;

receiving a video program including one or more virtual object locations, the video program including virtual object information for placement of virtual objects into the video program;

comparing the virtual object information and the received virtual objects to select virtual objects for placement in the virtual object locations; and

inserting the selected virtual objects into the virtual object locations.

19. (Original) The method of claim 18, wherein a viewer receives virtual objects for display based on viewer information including one or more of programs watched data, virtual objects watched data, viewer demographic data, and viewer entered data.

20. (Original) The method of claim 18, further comprising:

gathering virtual objects watched data and programs watched data; and

storing the virtual objects watched data and the programs watched data in the viewer's terminal.

21. (Original) The method of claim 18, wherein the video program is stored and the inserting step occurs while the video program is stored.

22. (Previously Presented) A method for placing virtual objects into video programs at a viewer's terminal of a television delivery system, comprising:

receiving one or more virtual objects from the television delivery system;

receiving a video program including one or more virtual object locations, the video program including virtual object information for placement of virtual objects into the video program;

comparing the virtual object information and the received virtual objects to select virtual objects for placement in the virtual object locations; and

inserting the selected virtual objects into the virtual object locations.

23. (Original) The method of claim 22, further comprising storing the received one or more virtual objects in the viewer's terminal.

24. (Original) The method of claim 22, wherein the video program is stored in the viewer's terminal, and wherein the inserting step occurs during storage of the video program.

25. (Original) The method of claim 22, wherein the inserting step occurs during a display of the video program.

26. (Original) The method of claim 22, wherein the inserting step occurs during receipt of the video program.

27. (Original) The method of claim 22, wherein the video program is displayed multiple times at the viewer's terminal, and wherein virtual objects inserted into the video object locations vary with one or more of the multiple displays of the video program.